



WPTV

ORDER

Print Date 10/23/12

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Flight Dates **10/20/12-10/22/12**

Contract / Revision **315387 /**

Original Date / Revision
10/19/12 10/22/12

Advertiser **Priorities USA Action**

Agency **Mundy Katowitz Media Inc**

Buying Contact

**1322 G Street SE
Washington, DC 20003-3021**

Product
340-ISSUE

Agency Com 15%

Billing Contact

**1322 G Street SE
Washington, DC 20003-3021**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1788 - :60 ATS**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A18+

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 100% Market Value 6800

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	5	\$5,780.00	\$6,800.00	0.00
Totals	5	\$5,780.00	\$6,800.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	5	\$5,780.00	\$6,800.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/22/12	10/22/12	M-F 11-12n RACHAEL RAY	CM	11a-12p	M-----	1:00	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1		\$900.00		0.00			
N 2	WPTV	10/22/12	10/22/12	M-F 2-3p MILLIONAIRE	CM	2-3p	M-----	1:00	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----				1		\$700.00		0.00			
N 3	WPTV	10/22/12	10/22/12	M-F 1235-135a FALLON	CM	1235-0135a	M-----	1:00	1	\$600.00	P-2	0.00	NM	1	\$600.00



WPTV

Print Date: 10/23/12

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Contract / Revision **315387** Flight Dates **10/20/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/19/12/ 10/22/12

Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **340-ISSUE**

Estimate # **1788 - :60 ATS**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	10/22/12	10/22/12	M-F 1235-135a FALLON	CM	1235-0135a	M-----	1:00	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$600.00		0.00			
N 4	WPTV	10/21/12	10/21/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	1:00	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,000.00		0.00			
N 5	WPTV	10/22/12	10/22/12	NewsChannel 5 Special NewsChannel 5 Special	CM	7-8p	M-----	1:00	1	\$3,600.00	P-2	0.00	NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$3,600.00		0.00			
Totals														5	\$6,800.00